



“2-1-1” is the three digit dialing code designated in 2000 by the Federal Communications Commission to provide widespread public access to health and human services. In response, there has been a widespread effort nationally to develop statewide “2-1-1 systems” that will ensure that 2-1-1 becomes as ubiquitous as 911 and 411.

In Michigan, that system is envisioned as a:

- **Simple, quick 24/7/365 link** to connect people efficiently and effectively to appropriate services. An easy number to remember, it will be great for cutting through confusion about complex human services and publicizing, explaining and helping people with new programs;
- **Partner in homeland security and emergency management** to assist with natural and man-made disasters by providing easy access to information that needs to be communicated to our residents and ongoing connection to needed services;
- **Partner with state government** in helping create greater efficiencies in the delivery of health and human services; and,
- **Barometer** for identifying needs or gaps in service and communicating them to public and private decision-makers and funders.

The **mission** of *Michigan 2-1-1* is to connect people with information and resources to build healthy, safe communities.

Our **vision** is clear – *Michigan 2-1-1* builds stronger communities, day-to-day and in times of emergency by:

- Promoting self-reliance in reaching community resources;
- Fostering civic engagement; and,
- Providing real-time information on health and human service needs, met and unmet, in the community.

Michigan 2-1-1 will be the most recognized, used, and comprehensive source of essential health and human resource information in the state, delivering highly efficient, cost-effective access to information using technology-based solutions.

Our guiding principles call for our work to be:

- **Standards based.** Reliable, accurate and consistent community resource information delivery.
- **Efficient and cost effective.** Coordinated statewide system that is a universal access point for multiple needs reducing duplication while increasing access to community resources.
- **Customer focused.** Dedicated to listening, understanding and helping people connect to services that truly meet their needs.

- **Individualized.** Personal, confidential interaction with knowledgeable staff who will respect and respond to cultural differences.
- **Accessible.** Available 24/7/365 to all including those with sensory impairments or limited knowledge of English.
- **Supported.** Government, business and the non-profit sector play important roles as active partners in developing and sustaining 2-1-1.
- **Community-based.** Information collected and updated on a timely basis by those who are most familiar with local resources.
- **Accountable.** Accurate call statistics that identify health and human service needs and help quantify effective solutions for healthy and safe communities.

Michigan 2-1-1 will be built on what has been independently assessed nationally as the most cost-efficient model for a statewide system, combining decentralized services with shared system wide functions. It will include:

- regional call centers;
- regional resource hubs that will contribute to an integrated, comprehensive statewide database of community resources;
- contact points for every county;
- a highly visible web site; and,
- a small state office providing marketing, resource development and management support to the entire system.

Based on the experience of 2-1-1 systems nationwide, projections for the third full year of operation, *Michigan 2-1-1* will be answering almost 800,000 calls annually, equivalent to about 8% of our population.

Planning for 2-1-1 began in Michigan in 1999. In 2000, Michigan Public Act 295 assigned responsibility for designation of 2-1-1 call centers to the Michigan Public Service Commission. The first 2-1-1 call centers, serving Kent and Calhoun counties, became operational in 2002. By the end of 2005, when United Way 2-1-1 in Southeast Michigan becomes operational, 2-1-1 will be available 24/7/365 to approximately 56% of our population through eight designated call centers.

In 2004, *Michigan 2-1-1* was created by the Michigan Association of United Ways and the then existing 2-1-1 call centers to be the vehicle to implement 2-1-1 statewide. In February 2005, the board of *Michigan 2-1-1* began an intensive planning process, in partnership with the State of Michigan, to ensure full statewide 2-1-1 coverage as soon as possible. The result of that work is a statewide business plan available December 2005 by contacting Nancy Lindman, Michigan 2-1-1 Director, nlindman@uwmich.org at Michigan Association of United Ways.

The current statues of 2-1-1 in Michigan is:

County	Status
Calhoun, Jackson, Kalamazoo, Kent, Muskegon, Ottawa	Currently active with 2-1-1 Service
Macomb, Oakland, Wayne	Active December 5, 2005
Counties across the Upper Peninsula	Active January, 2006
Livingston, Monroe, Washtenaw	Active April, 2006
Balance of the state (2-1-1 accredited call centers are in place to service each region on map attached. Outlying counties will be connected to existing call centers)	Active by year end 2007

